

Minutes, Monday, June 7, 2021, 9:00 a.m., On-line Zoom meeting
Glen Lake Chamber of Commerce Board of Directors

Action items highlighted

Meeting called to order by Co-President Sue Boucher at 9:02 a.m.

Attendance:

Connie Kroll and Sue Boucher, Co-Presidents; Larry Widmayer, Treasurer, Brooke Hazael-Massieux, Board member; Patricia Widmayer, Secretary to the Board; Raquel Jackson, Marketing Director; Leah Moscovitz, Cherry Republic, and Dotti Thompson, GA Deputy Treasurer, Guests

Minutes, Finances and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the 05/10/21 Board meeting.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand is \$13,569 as of May 31st;
- May payments totaled \$1,065 for the Marketing Director's services, a Leelanau Enterprise Restaurant Week ad, and the replacement of two Wayfinder sign covers;
- Income from additional membership renewals totaled another \$1225.

Membership renewals report

The Treasurer reported that, as a result of outreach from Board members, 7 more memberships were paid in May. The one membership that was not renewed prior to the June 1st deadline is North Coast Design, which will be removed from the website.

Glen Arbor Walking Map Status

Patricia Widmayer and Leah Moskovitz worked together to update the GA Walking Map listings, including all businesses in GA, plus Chamber members in Burdickville/Narrows/Empire, and the map graphics with Allegra Printing. The intention is to print new inserts for the four Wayfinder stanchions around town, and the large one in the frame at the kiosk. Further, two Wayfinder sign covers have also been replaced.

Once the Walking Map file is received from Allegra Printing, Patricia and Raquel will develop a robust plan for placing the map on all Chamber platforms and sending to all members/media/public bodies/GA organizations for placement on their websites. Recipients may, in addition, make shareable copies as the file is quite printable on 8 ½" x 11" landscape. Should some organizations – like the National Park -- wish large numbers, the Chamber can also have them printed on request at \$200/thousand.

Marketing Director's report

- The Kiosk is now open for placement of business's brochures;

- Ideas for the next Members newsletter were requested. Three new businesses – New Leaf Design, Copper Gifts and Goods, and The Inn & Trail Gourmet – have opened this year, and will be featured in the next Member Newsletter. A photo of the Chamber Board will be taken at the June 14th member reception. What else?
- Requested to send out the June 14th Member Reception at least three times in the week leading up to the reception. It will be 5:30 at the M22 Store Wine Patio.

Pandemic updates, orders affecting businesses and the community, LPEF and vaccine availability

Covid-19 vaccinations continue to be readily available through Health Department, clinics. Among eligible residents, vaccination rate may be hitting 70%, best in Michigan.

Sue reported:

- Sent out notices for LPEF Resilience Fund application available for all members; due date was June 4th.
- LPEF continues to coordinate information about vaccination sites and other distribution issues
- Regarding the common message to post on the A-frames in each town in the County, new sign orders are being processed. With Mask Order expiring, entirely new message/logo for Chamber's four locations. Chose HEART logo, and KINDNESS message. Larry will order, pickup, distribute.

Pending 2021 community happenings

- **4th of July Parade** goes forward since mask mandate lifted. Stan Brubaker is in charge and is confident there are enough volunteers. Dotti Thompson, Glen Arbor Deputy Treasurer, repeated that assurance. Raquel requested to put the event on the website, with float gathering at Glen Haven beginning at 10:00 and "lift off" at noon.
- **Glen Arbor Sidewalk Sales** will be Labor Day Weekend, with major promotion.
- **Pumpkin Festival** cannot happen unless there new leadership/volunteers. Ask at June 14th member reception if someone wishes to lead/sustain this event. Plans/information available, but, unless new volunteers, Pumpkin Festival is not possible.
- **Black Friday PJ Party** goes forward with support from Crystal River Outfitters; Cottage Book Shop; Cherry Republic. Promotion needs to be planned with Raquel.
- **Holiday Marketplace** was unanimously supported for the Township Hall November 26-27, along with Caroling/Treelighting, given pandemic orders lifted. Patricia will reserve hall, start putting together, see what possible with Santa.

Discussion regarding the Old Grist Mill and adjacent property zoning

Dotti Thompson, Glen Arbor Deputy Treasurer, encouraged understanding from the Chamber Board on this issue, and to support the Township Board. Currently, the Chamber Board position is: "The Chamber Board supports development in the Township in concert with the Master Plan, through proper channels, and with full community input. To that end, the Chamber Board reserves an opinion until the owner presents a complete Business/Development Plan in concert with zoning requirements."

Chamber letter to Planning Commission regarding a Zoning Ordinance Amendment to permit single-family residences by right in the Business District

Katy recommended and moved that the Chamber send a letter to the Planning Commission opposing the adoption of an amendment to the Glen Arbor Township Zoning Ordinance to permit single-family

residences by right in the Business District. The motion was unanimously supported. Katy will draft the letter to the Planning Commission and circulate to the Board for final approval.

Continued development of long-range plan for the Chamber

The Board continues to use the abbreviated version of “A Report Card on the Four Purposes and Specific Objectives of Chamber’s 2015-2019 Strategic Plan” as the guide for the development of a new long-range plan. Discuss at August Board meeting re: Action Items; Implementation; Recruitment.

In the interim, the first Chamber Strategic Plan action item is : “A Proposal for a Glen Arbor Arts Center & Glen Lake Chamber Collaboration for Placing Public Art Around Glen Arbor.” Patricia Widmayer and Larry Widmayer made a presentation to the Glen Arbor Planning Commission, requesting on behalf of the Chamber and the Arts Center, an amendment to the GA Sign Ordinance to enable the project. SEE ATTACHED

Action: The Planning Commission asked the Zoning Administrator to work with Larry to draft an amendment, taking in consideration their concerns. Overall, they were supportive. A Special Meeting may be requested if an acceptable amendment is drafted as the next formal Planning Commission meeting is not until September.

Meeting adjourned at 9:58 a.m..

Next regular Board meeting is Monday, August 23rd, 9:00 a.m. Location to be determined.

August 23rd agenda to include:

- Approve minutes of June 7th Board meeting;
- Financial report;
- Marketing report;
- Updates on 2021 community happenings, including business openings, the Chamber Semi-Annual Gathering, 4th of July parade, Sidewalk Sale, SHOPtober, Holiday Marketplace
- Outcome/implications of August 3rd Zoning vote;
- Pandemic updates, any orders affecting businesses and the community, LPEF issues, vaccine progress/clinics
- Further discussion of possible Strategic Plan Action Items: Development, Implementation; Recruitment
- Status of “A Collaborative to Place Juried Public Art Around Glen Arbor” sponsored by the Glen Lake Chamber and the Glen Arbor Arts Center. SEE ATTACHED

Respectfully submitted

Patricia Widmayer, Secretary to the Board

ATTACHMENT A:

A REQUEST TO ENABLE A GLEN LAKE CHAMBER OF COMMERCE & GLEN ARBOR
ARTS CENTER COLLABORATION FOR A PUBLIC ARTS PROJECT AS A
COMPONENT OF AN INITIATIVE
TO BRAND GLEN ARBOR AS A CREATIVE COMMUNITY
May 20, 2021

Project Coordinators:

Dr. Patricia Widmayer, Glen Arbor Bed & Breakfast, on behalf of the Glen Lake
Chamber of Commerce

Sarah Kime, Executive Director; Sarah Bearup-Neal, Gallery Manager, on behalf of the
Glen Arbor Arts Center

The Glen Lake Chamber of Commerce (GLCC) & the Glen Arbor Arts Center (GAAC) propose the creation of a Public Arts Project, with the mounting of juried works on the facades of designated local businesses that are reproduced on identical 5' x 5' panels as a component in branding Glen Arbor as a Creative Community. (See a photo attached of the model panels that were mounted on the façade at the Glen Arbor Arts Center on Pine Street.)

To make the project feasible, and after consultation with the Township Zoning Administrator, we request an amendment to the Glen Arbor Sign Ordinance. There is currently no allowance in the Sign Ordinance or Master Plan to permit an exemption for Public Art to be mounted on the designated façades of commercial buildings. Rather, the current sign ordinance limits signage on commercial property to a single sign identifying the business, and nothing else. The current Sign Ordinance, as well as the Master Plan, are silent regarding Public Art.

To permit the proposed project, an initial idea of the Glen Lake Chamber of Commerce, the anticipated timeline and project detail includes:

June-September

Approach Glen Arbor Township Planning Commission to recommend a Public Art Amendment to the Sign Ordinance as the current sign ordinance precludes such "signs" on businesses per Zoning Administrator. (Proposed language for adoption by the Planning Commission and the Township Board, based on research of existing provisions in other towns, enabling the display of juried public art is attached.)

Already, several businesses have expressed interest in supporting such a project, and are prepared to testify in support of enabling language, along with representatives of the Glen Lake Chamber of Commerce and the Glen Arbor Arts Center.

September-October

Two simultaneous steps to set the stage for the Public Arts Project, assuming an enabling ordinance:

1. GLCC chair/committee seeks participation from desired locations, with GAAC assist as needed, for display on business building facades. GAAC has suggested desired locations based on visibility/feasibility, but others may also volunteer. Four businesses in particularly visible locations have already stepped forward, and offered the funding to support the cost.
2. GLCC, with support from GAAC as needed, raises \$3,000-\$4,200 total from participating businesses/interested others to pay for a minimum of 5-7 fabricated panels to be mounted on the business facades. (The resulting fund of \$3,000-\$4,200 will pay for the total cost of fabrication and mounting of the panels @ \$ \$600 each.)

Note: The GAAC will exclusively handle the jury process and the fabrication/mounting of the panels. The role of the GLCC, as the project partner and initiator, is to confirm the participating businesses, raise the necessary funding, and share in the public relations/announcements related to the Glen Arbor Public Arts Project

October—February

GAAC “Call for Entry” for works to be reproduced/mounted for a full year on the GAAC building and on the external façades of 5-7 participating Glen Arbor commercial buildings as 5’ x 5’ panels (see current panels at the GAAC attached). Expectation is that 30-40 entries will be submitted.

The accompanying prospectus will specify, among other items:

- Project intent/summary;
- Any size and medium expectations;
- Use/purpose & required permission to reproduce once and display for one year, then auction for the benefit of an annual GAAC Public Arts Project Rotating Fund;
- Submission judging criteria (the GAAC seeks works that are eye-catching, compelling, colorful, and communicates the creative spirit of Glen Arbor and the region.

2022

February

Jury panel selected by GAAC Gallery Director (2020 juror was practicing, exhibiting artist/30 year art teacher Mark Mahaffey). Request is for sufficient selections to allow participating businesses to select most appropriate selected/juried work for their building.

March-April

GAAC orders 5' x 5' fabricated panels and mounted approximately April 15th ,through Image 360, at designated businesses (5-7 panels representing diverse artists) and GAAC building (5 panels by one artist)

May

Early May Unveiling/Launch/Awards Ceremony....cross promotion to mailing lists/ email blasts....post on websites/Facebook/Instagram...Record-Eagle/Enterprise/Sun/Ticker press release

Memorial Day Weekend Winning Artists Celebration Event (jointly sponsored)

June

Begin new (annual) cycle for 2023 with GAAC Public Arts Rotating Fund created through annual auctions paying for each year's panels

April 2023

Auction 2023 offers both the commercial panels and the panels on the GAAC building for acquisition by the public and new works are mounted to continue an annual cycle projected for at least 5 years.



Attachment: Recommended Ordinance Amendments

SECTION IV.12 SIGNS

SECTION IV.12.1 PURPOSE AND SECTION ORGANIZATION

Purpose: The purpose of these requirements is to provide a framework within which the identification and informational needs of all land uses can be harmonized with the desires and aesthetic standards of the general public. It is intended through the provisions contained herein to give recognition to the legitimate needs of business, industry and other activities, in attaining their identification and informational objectives. It is a basic tenet of this Section that unrestricted signage does not benefit either private enterprise or the community-at-large.

SECTION IV.12.2 DEFINITIONS

In addition to the definitions set forth in ARTICLE II, the following words shall have the meanings hereinafter set forth.

Advertising Sign: Any sign which directs attention to a business or profession conducted or to a commodity, service or entertainment sold or offered. An advertising sign may be a free-standing, wall or other sign typedefined below.

Awning or Canopy Sign: A non-rigid fabric or Plexiglas (or similar material) structure which is attached to a building by a supporting framework, which includes a business identification message, symbol and/or logo. For purposes of this ordinance, an awning or canopy sign is a wall sign.

Billboard (Outdoor Advertising Structure): An off-premises sign that is affixed to or erected upon a free- standing framework designed or intended to be used for posting information not pertaining directly to the use of the premises on which it is located.

Off-Premises Sign: An advertising sign whose message relates to a business, service, commodity, or profession lawfully being conducted, sold or offered on premises other than that upon which the sign is located.

Public Art Installations: All forms of original, artist-produced creations of visual art, including, but not limited to, sculptures, murals, mosaics, paintings, earthwork, and the like. Public Art Installations shall not advertise a commercial site or product, include a business identification message, symbol and/or logo, or be used to post a message. Not included in this definition are decorative, ornamental, or functional elements which are designed by a building architect; mass produced objects; and signage identifying a business, institution, event or commercial product to be marketed.

Sign: Any device including words, numerals, figures, designs, pictures, or trademarks painted upon or otherwise affixed to a building, wall, board, berm, or any structure, so, as to inform or attract attention for commercial intent. A sign also includes words, numerals, figures, designs, pictures, or trademarks painted upon or otherwise affixed to a motor vehicle or other portable structure which constitutes an off-premises sign as defined in this ordinance.

SECTION IV.12.6 EXEMPTIONS

The following exempt signs shall be permitted in all districts subject to the requirements stated herein and without the requirement of a sign permit.

- J. **Public Art Installations:** Shall be permitted without a permit.